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★ OCT 17 1949 ★

U. S. Department of Agriculture

Contract **PRICE LIST**

1 9 4 9 C R O P

COVERING OVER 200 VARIETIES OF THE HIGHEST QUALITY VEGETABLE SEEDS

*To be produced from
Pedigreed Parent
Stock for 1949 fall
harvest. For ship-
ment on your spec-
ified date.*

Lawrence

Robinson & SONS

MAIN OFFICES—MODESTO, CALIF., U.S.A.

BREEDERS AND PRODUCERS OF PEDIGREED SEEDS

**BASIC
WHOLESALE**



About Your Robin-Seed Company...

This business has been built on the firm foundation of a genuine interest in the success of our customers.

We'd like you to think of us as capable friends - partners - whose duty it is to give you the benefit of our experience—and to supply you with seeds of so fine a quality that they will please your customers and thence assure you of a profitable business.

To accomplish this we have long since established the following departments and sales policy:

RESEARCH: Every ROBIN-SEED crop is planted with **pedigreed** parent stock developed and maintained by our Research Department, to the highest possible degree of market-adaptability.

PRODUCTION: Scientific technique insures full yield, high germination and well-filled seeds. We produce all the varieties listed.

PROCESSING: Our Colorado and California plants are outfitted with up-to-date equipment. Through each operation our seeds receive the expert handling so necessary to give them a fine-polished, clean appearance.

EQUIPMENT: In our machine shop we construct labor-saving equipment of our own design. Refinements we have invented have helped to reduce the cost of **ROBIN-SEED** development. This saving we pass on to you.

OPTIONS:

1. We specialize in the reproduction of our customers' special strains. The extra charge is very small.
2. We will treat your seed with fungicidal material—at cost.
3. Unit packaging in 1-lb. bags (or larger) is available at cost. We can supply ROBIN-SEED four-color bags bearing your name and address. Or, if you prefer, your bags.

SALES POLICY: Under no circumstances do we intentionally solicit your customers. NOR do we ever sell ship-pers, produce men, market gardeners, farmers or home gardeners.

If you will visualize a capable friend working with you—that's mostly what it's like—and that is the way we serve our customers.



LAWRENCE ROBINSON & SONS

I M P O R T A N T

***EACH VARIETY** must be **individually** priced according to its quantity. **FURTHER DISCOUNTS:** From the 100 pound price, deduct 5c for **each** variety exceeding 250 pounds. For **each** variety where poundage is less than 25, add 1c per pound; less than 10 lbs., add 3c per pound.

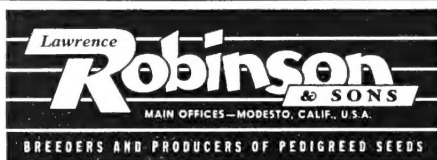
| AMOUNT LBS. | BEET | 100 LBS. OR MORE* | UP TO 99 LBS.* |
|----------------|------------------------------|-------------------------|----------------------|
| | Crosby Egyptian | 44c | 46c |
| | Detroit Dark Red | | |
| | Early Wonder, Improved | 49c | 51c |
| | Perfected Detroit | | |

CANTELOUPE

Add 15c Lb. for Hand Cut, Crown Set Seed

| | | |
|---|-----|-----|
| Banana | 77c | 81c |
| Bender's Surprise | | |
| Burrell's Gem | | |
| Early Bender, Hard Shell, Schoons | | |
| Emerald Gem | | |
| Fordhook, Large | | |
| Golden Delicious | | |
| Hackensack, Extra Early | | |
| Hackensack, Large | | |
| Hales Best, Triumph, Jumbo | | |
| Hales Best, Jumbo | | |
| Hales Best No. 36 | | |
| Hales Best No. 936 | | |
| Hearts of Gold, Improved | | |
| Honey Dew, Green Flesh | | |
| Honey Rock | | |
| Improved Yellow Canteloupe | | |
| Knight, or Maryland | | |
| Lake Champlain | | |
| Milwaukee Market | | |
| Netted Gem | | |
| New Yorker | | |
| Ohio Sugar | | |
| Osage, Extra Early | | |
| Osage, or Miller's Cream | | |
| Perfecto, Improved | | |
| Pride of Wisconsin | | |
| Pollock No. 10-25 | | |
| Queen of Colorado | | |
| Rocky Ford, Gold Lined | | |
| Rocky Ford, Green Flesh | | |
| Seed Breeders | | |
| Tip Top | | |
| V-1 (Sulphur Resistant) | | |
| Baby Persian | 84c | 89c |
| Bay View | | |
| Craig | | |

ACREAGE BASIS
OR
POUNDAGE BASIS
YOUR OPTION



| AMOUNT LBS. | CANTELOUPE | 100 LBS. OR MORE* | UP TO 99 LBS.* |
|----------------|--|-------------------------|----------------------|
| | Cranshaw | 84c | 89c |
| | Eden Gem | | |
| | Globe of Gold | | |
| | Golden Beauty Casaba, Winter | | |
| | Golden Hybrid | | |
| | Honey Dew, Gold Rind | | |
| | Honey Dew, Pink Flesh | | |
| | Honeyball | | |
| | Jenny Lind | | |
| | Mammoth Persian | | |
| | Medium Persian | | |
| | Montreal Market | | |
| | MILDEW RESISTANT VARIETIES | | |
| | Imperial No. 5 | 78½c | 83c |
| | Imperial No. 6 | | |
| | Imperial No. 45 | | |
| | Imperial No. 4-50 | | |
| | No. D-2 | 90c | 95c |
| | Golden Gopher..... (Also Wilt Resistant) | | |
| | Texas No. 1 (Also Aphid Resistant) | | |

| | CARROT | | |
|--|------------------------------------|-----|-----|
| | Chantenay | 74c | 78c |
| | Chantenay, Red Cored | | |
| | Chantenay, Long Type | | |
| | Danvers Half Long | | |
| | Danvers Half Long, Red Cored | | |
| | Imperator | | |
| | Imperator, Long Type | 78c | 82c |
| | Oxheart | | |
| | Nantes, Coreless | | |

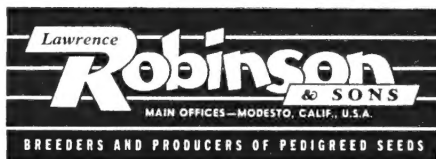
| | CITRON | | |
|--|------------------|-----|-----|
| | Green Seed | 72c | 76c |
| | Red Seed | | |

PEDIGREED

Robin-Seeds

| AMOUNT LBS. | CUCUMBER | 100 LBS. OR MORE* | UP TO 99 LBS.* |
|----------------|---|-------------------------|----------------------|
| | Arlington White Spine | | |
| | Black Diamond, Long Strain | | |
| | Black Diamond, Staysgreen | | |
| | Boston Pickle | | |
| | Chicago Pickle | | |
| | Clark's Special | | |
| | Cool and Crisp | | |
| | Davis Blend | | |
| | Early Fortune | | |
| | Earliest of All | | |
| | Early Cluster | | |
| | Early Frame | | |
| | Early Russian | | |
| | Green Prolific | 69c | 73c |
| | Improved White Spine | | |
| | Jersey Pickle | | |
| | Klondike White Spine | | |
| | Mincu | | |
| | Monarch, or Heinz Pickle | | |
| | National Pickle, Improved | | |
| | Ohio No. 31 (Mosaic Resistant) | | |
| | Snow's Perfection Pickle | | |
| | Snow's Perfection Pickle (Short Stem) | | |
| | Taxpayer | | |
| | Thorburn's Everbearing | | |
| | Woodruff's Hybrid | | |
| | Davis Perfect | | |
| | Japanese Climbing | | |
| | Long Green, Improved | 79c | 83c |
| | White Wonder | | |
| | A & C | | |
| | Ace | | |
| | Colorado | 87c | 92c |
| | Straight 8 | | |
| | Apple Shape, or Lemon | | |
| | Barteldes | | |
| | Crystal Apple, or White Lemon | | |
| | Deltus | | |
| | Highmoor (Scab Resistant) | | |
| | Marketer | \$1.01 | \$1.06 |
| | Producer | | |
| | Puerto Rico No. 39 (Mildew Resistant) | | |
| | Puerto Rico No. 39, Long Type (Mildew Resistant) | | |
| | Vaughn or Longfellow | | |
| | West India Gherkin | | |
| | Abco | | |
| | Palmetto (Mildew Resistant) | | |
| | Robin-40 (Mildew Resistant Pickle) | \$1.06 | \$1.10 |
| | Robin 50 (Mildew Resistant Slicer) | | |

OVER
3000 CATALOG
PHOTOGRAPHS
Available at Cost!



| AMOUNT LBS. | DILL | 100 LBS. OR MORE* | UP TO 99 LBS.* |
|----------------|---------------------------|-------------------------|----------------------|
| | Mammoth Long Island | 46c | 47 1/2c |

| | GOURD | | |
|------------------------------|-------|------|--------|
| Italian Edible | } | 99c | \$1.04 |
| Large Mixed | | | |
| Small Ornamental Mixed | } | 1.10 | 1.16 |
| Spoon, Bi-Colored | | | |

| | LETTUCE | | |
|------------------------------|---------|--------|--------|
| HEADING VARIETIES | | | |
| Big Boston | | 76c | 80c |
| Hanson | } | 84c | 88c |
| Iceberg | | | |
| May King | } | \$1.37 | \$1.44 |
| Crisp as Ice | | | |
| New York | } | \$1.52 | \$1.59 |
| New York 515 | | | |
| Imperial 615 | } | \$2.18 | \$2.29 |
| Imperial 847 | | | |
| Great Lakes | | \$2.39 | \$2.50 |
| Premier Great Lakes | | | |
| LOOSE LEAVED VARIETIES | | | |
| Black Seeded Simpson | } | 68c | 71c |
| Cos, Dark Green | | | |
| Cos, White Paris | | | |
| Early Curled Simpson | | | |
| Grand Rapids, Improved | | | |
| Prizehead | | | |

| | PUMPKIN | | |
|-------------------------|---------|-----|-----|
| Kentucky Field | | 50c | 53c |
| Connecticut Field | } | 66c | 69c |
| Cheyenne Bush | | | |
| Cushaw, Golden | | | |
| Cushaw, Striped | | | |
| Cushaw, White | | | |
| Dickinson | | | |
| Japanese Pie | | | |



Unit Packaging
and Fungicidal
Treatment Optional

PEDIGREED

Robin Seeds

| AMOUNT LBS. | PUMPKIN | 100 LBS. OR MORE* | UP TO 99 LBS.* |
|----------------|------------------------------------|-------------------------|----------------------|
| | Large Cheese, Old Fashioned | 66c | 69c |
| | Small Sugar, or Boston Pie | | |
| | Tennessee Sweet Potato | | |
| | Virginia Mammoth | | |
| | Winter Luxury, Orange | | |
| | King of the Mammoth, or Potiron .. | 77c | 81c |

| SQUASH | | |
|---------------------------------|-----|-----|
| SUMMER TYPES | | |
| Caserta | 62c | 65c |
| Cozzini | | |
| Cocozelle, Green Bush | | |
| Crookneck, Early Golden Summer | | |
| Crookneck, Giant (Golden) | | |
| Crookneck, Early Prolific | | |
| Scallop, Bennings Green Tint | | |
| Scallop, Early Golden Bush | | |
| Scallop, Early White Bush | | |
| Scallop, Mammoth White Bush | | |
| Scallop, Wood's Prolific White | | |
| Straightneck, Early Prolific | | |
| Straightneck, Giant (Golden) | | |
| Vegetable Marrow, Green Bush | | |
| Vegetable Marrow, Green Vine | | |
| Vegetable Marrow, White Bush | | |
| Vegetable Marrow, White Vine | | |
| Zucchini, Black | | |
| Zucchini, Grey | | |
| WINTER TYPES | | |
| Boston Marrow | 64c | 67c |
| Fordhook, Vine | | |
| Squagetti | | |
| Sweet Potato, New York Strain | | |
| Table Queen, Acorn | | |
| Table Queen, Mammoth Acorn | | |
| Table Queen, Golden | 77c | 81c |
| Green and Gold | | |
| Banana, Blue | | |
| Banana, Pink | | |
| Delicious, Green | | |
| Delicious, Golden | | |
| Hubbard, Blue | | |
| Hubbard, Chicago Warded | | |
| Hubbard, Golden | | |
| Hubbard, Improved Green | | |
| Hubbard, Kitchenette | | |
| Mammoth Chili | | |
| Marblehead (Curlytop Resistant) | | |

TRIAL GROUND
SAMPLES FREE
UPON REQUEST



Robin Seeds

PEDIGREED

| AMOUNT LBS. | SQUASH | 100 LBS. OR MORE* | UP TO 99 LBS.* |
|----------------|--------------------------|-------------------------|----------------------|
| | Warren Turban | 77c | 81c |
| | Buttercup | \$1.26 | \$1.32 |
| | Butternut, Regular | | |
| | Butternut, Small | | |

| | WATERMELON | | |
|--|----------------------------------|--------|--------|
| | Coles Early | 55c | 58c |
| | Florida Favorite | | |
| | Georgia Rattlesnake | | |
| | Halbert Honey | | |
| | Harris Earliest | | |
| | Improved Kleckley Sweet | | |
| | Kleckley Sweet | | |
| | Stone Mountain | | |
| | Sweetheart | 63c | 66c |
| | Tom Watson (Cut Red) | | |
| | Wondermelon | | |
| | Early Kansas, or Russian | | |
| | Ice Cream | | |
| | Northern Sweet | | |
| | Peerless (Ferry's) | | |
| | Angelino, Black Seed | 72c | 76c |
| | Chilean, Black Seed | | |
| | Dude Creek | | |
| | Florida Giant | | |
| | Golden Honey | | |
| | Early Fordhook | | |
| | Irish Grey | | |
| | King & Queen Winter | 77c | 81c |
| | Sugar Stick | | |
| | Early Arizona | | |
| | Early Canada | | |
| | Dixie Queen | | |
| | Ice Box (Red Flesh) | | |
| | Ice Box (White Flesh) | | |
| | Klondike, Black Seed No. 3 | 90c | 95c |
| | Klondike, Brown Seed | | |
| | Klondike, Striped No. 11 | | |
| | Peacock | | |
| | Sweet Siberian | | |
| | Burrell Grey | | |
| | Coker | | |
| | Garrison | \$1.03 | \$1.08 |
| | Winona | | |



EXACTING and
SCIENTIFIC
PRODUCTION
STANDARDS

Robin-Seedz

SPECIAL INSTRUCTIONS:

Lawrence
Robinson
& SONS
MAIN OFFICES—MODESTO, CALIF., U.S.A.
BREEDERS AND PRODUCERS OF PEDIGREED SEEDS

YOUR ROBIN-SEED PRODUCTION SCHEDULE

FOR YOUR GUIDANCE, this is a "time-table" of ROBIN-SEED productions. It covers the complete growing season for ANNUALS. For BIENNIALS, however, only the period following root transplanting, is covered. (Root beds are seeded approximately 6 months in advance of transplanting.)

| ANNUALS | | Seed Planted | Stand Report | Market Stage (best inspection time) | 1st Forecast | 2nd Forecast | Harvest |
|-------------------------|--|--------------------|--------------|--|--------------|--------------|------------|
| Canteloupe | | May-June | July | Aug.-Sept. | Aug. | Sept. | Sept.-Oct. |
| Cucumber | | May-June | July | Aug.-Sept. | Aug. | Sept. | Oct.-Nov. |
| Lettuce | | Jan.-Feb. | April | May-June | July | Aug. | Aug. |
| Pumpkin & Winter Squash | | May-June | July | Sept. | Aug. | Sept. | Nov. |
| Summer Squash & Gourds | | May-June-July 10 | July | July-Aug. | Aug. | Sept. | Oct.-Nov. |
| Watermelon | | May-June-July 10 | July | Aug.-Sept. | Aug. | Sept. | Sept.-Oct. |
| BIENNIALS | | Roots Transplant'd | Stand Report | 1st Forecast | 2nd Forecast | Harvest | |
| Beet | | Jan.-Feb. | April | June | July | Aug. | |
| Carrot | | Jan.-Feb. | April | June | July | Aug.-Sept. | |



Engineered AS A DELIBERATE MASTERPIECE



TODAY, ENGINEERING is just as much a problem of the Vegetable Breeder, as it is of the manufacturer.

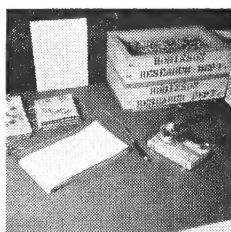
PROBLEMS OF PRODUCTION... Drouth, disease, soil conditions, sectional weather, insects... all constitute hazards of vegetable growing.

PROBLEMS OF SHIPPING... Size, shape, weight, ability to hold a "fresh from the field" look for thousands of miles, structural strength, skin gloss... are all mechanical factors involving the popularity of each variety.

AND THEN, DON'T OVERLOOK THE HOUSEWIFE, for after all, she is the ultimate judge. And things like food value, ease of preparation, eating, taste, texture, digestion, all dictate to her, the foods on her daily shopping list.

ALL OF THESE, and many others, constitute the "check list" on the Robin-Seed Plant Breeders drawing board.

IT'S A JOB OF ENGINEERING, a job of building into a vegetable the ability to perform.



AND PERFORMANCE, CONSISTENTLY, is what builds sales for you and your trade. JUST seeds, cannot do it. It takes ENGINEERING... PLANT RESEARCH.

ENGINEERING to produce a real PROFIT for you. *That's ENGINEERING that counts.*



SEED CONTRACT

★ ★ ★

WE, LAWRENCE ROBINSON & SONS, HEREBY agree to undertake to grow the within named quantities and varieties of Seed

for

of

under conditions and prices annexed and will deliver same on board cars our option, **Rocky Ford, Colo., or Modesto, Calif.,** as early in the season as seed can be well cured and put in merchantable condition. Seed to be true to name, of good sample, purity and vitality.

TERMS—To well rated firms 1% 10 days, 30 days net with Trade Acceptance, containers extra. Others Draft with B/L.

It is mutually agreed that in case of a shortage of any of the within named quantities that a full pro rata division shall be considered a satisfactory delivery on the order.

LAWRENCE ROBINSON & SONS give no warranty expressed or implied as to the productiveness of any seeds they sell, and will not be in any way responsible for the crop. Their liability in all instances is limited to the purchase price of the seed.

LAWRENCE ROBINSON & SONS

PER

Modesto, Calif.,, 1949

WE HEREBY AGREE to accept the within named Seeds and pay for same upon terms and conditions above specified.

Date

Firm Name

Address

By

AMERICA'S *Safest* GROWERS

LAWRENCE ROBINSON & SONS

ENGINEERED SEEDS TO MEET THE TEST OF TODAY'S MARKETS

BREEDERS AND PRODUCERS OF VEGETABLE

Seeds



MODESTO, CALIFORNIA

October 3, 1949

LAWRENCE R. ROBINSON
LAWRENCE R. ROBINSON, JR.
WARD F. ROBINSON

CABLE ADDRESS: "ROBINSEEDS"
— ALL CODES —

ROCKY FORD, COLO.
GRIDLEY, CALIF.
U. S. A.

United States Department of Agriculture
Library
Washington 25, D.C.

ATTENTION: Margaret C. Schindler

We give no warranty, express or implied, as to the productiveness of any seeds or bulbs we sell and we will not be in any way responsible for the crop. Our liability in all instances is limited to the purchase price of the seed.

Thank you, gentlemen, for your letter of September 28th.

With this letter, I will enclose several pieces of descriptive literature, as issued by our company. We do not have a general catalog in print at the present time, but shortly we will be getting to work on this -- our supply was exhausted during the war years, and we haven't put a new one into print yet. We will see to it that you will receive one when it comes up for re-issue.

In the meantime, I am going to place your library on our mailing list to regularly receive our annual bulletins put out by our Research and Production departments. Their titles: VARIETAL DATA, TECHNICAL DATA, CROP REPORT, PICKED UP IN THE FIELD.

Kindest regards,

Larry Robinson, jr/c



"AMERICA'S *Safest* GROWERS"

LIBRARY
RECORDED

★ OCT 10 1949 ★
U. S. Department of Agriculture